

ORDER


KLAS

Orders
Order / Rev: 37542
Alt Order #: 08878962
Product Desc: OBAMA/P/D
Estimate: 2002
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/11/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama, Barack D-President
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	17	\$29,950.00	\$25,457.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$29,950.00	\$25,457.50	0.00
Totals	17	\$29,950.00	\$25,457.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$29,950.00
Market	100%	\$99,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,991.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/09/12	10/15/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	1	\$135.00	LV4	0.00	NM	0	\$0.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	1		\$135.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/09/12-10/15/12		CBS This Morning 7-9a		7-9a	MTWThF----	:30		(\$135.00)		0.00	NM		

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E 1	8	10/09/12	10/15/12	CBS This Morning 7-9a CM CBS This Morning	CM	7-9a MTWTF--	:30	1	\$135.00	LV4	0.00	NM	0	\$0.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$135.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
Credited [due oversold]														
E 2	8	10/13/12	10/13/12	CBS Early Show - Sat. CM CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00
CBS THIS MORNING SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$335.00		0.00			
E 3	8	10/14/12	10/14/12	8 News Now Sun AM #1CM 8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	1	\$525.00	LV1	0.00	NM	1	\$525.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$525.00		0.00			
E 4	8	10/09/12	10/15/12	1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal	CM	1230-2p MTWTF--	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$1,315.00		0.00			
E 5	8	10/15/12	10/15/12	The Talk 2-3P CM The Talk	CM	2-3p M-----	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----				1	\$1,315.00		0.00			
E 6	8	10/09/12	10/15/12	Ellen CM Ellen	CM	3-4p MTWTF--	:30	1	\$300.00	LV4	0.00	NM	1	\$300.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$300.00		0.00			
E 7	8	10/15/12	10/15/12	Mon 10-11p CM Hawaii Five-O	CM	10-11p M-----	:30	1	\$9,000.00	LV1	0.00	NM	0	\$0.00
HAWAII FIVE-O														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$9,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/15/12-10/21/12	Mon 10-11p		10-11p		M-----	:30	(\$9,000.00)		0.00	NM		
Credited [due oversold]														
E 8	8	10/13/12	10/13/12	Sat 1235-135a DaVinci ICM Da Vinci Inquest	CM	12.35a-1.35a -----S- (12:35 XM-1:35 XM)	:30	1	\$175.00	LV1	0.00	NM	1	\$175.00
DAVINCI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$175.00		0.00			
E 9	8	10/11/12	10/11/12	Thu 9-10p CM Big Bang / Two 1/2 Men	CM	9-10p ---T---	:30	1	\$9,450.00	LV1	0.00	NM	1	\$9,450.00
Big Bang/ 2.5 Men														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$9,450.00		0.00			
E 10	8	10/13/12	10/13/12	Sat 10-11p CM 48 Hours Mystery	CM	10-11P -----S-	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
48 HOURS MYSTERY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$900.00		0.00			
E 12	8	10/09/12	10/15/12	8 News Now 11p M-F CM 8 News Now 11p M-F	CM	11-1135p MTWTF--	:30	1	\$500.00	LV3	0.00	NM	1	\$500.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--				1	\$500.00		0.00			

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E 12	8	10/09/12	10/15/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	1	\$500.00	LV3	0.00	NM	1	\$500.00
8 NEWS NOW AT 11PM															
E 13	8	10/13/12	10/14/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	1	\$400.00	LV2	0.00	NM	1	\$400.00
8 NEWS NOW AT 11PM-WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS			1			\$400.00		0.00			
N 14	8	10/12/12	10/12/12	Fri 8-9p CSI: NY	CM	8-9p	----F--	:30	1	\$5,500.00	LV1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$5,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/08/12-10/14/12		Fri 8-9p		8-9p	-----F----	:30		(\$5,500.00)		0.00	NM		
Credited [due pgm chg]															
N 15	8	10/09/12	10/12/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	-TWTF--	:30	2	\$50.00	LV2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--			2			\$50.00		0.00			
N 16	8	10/11/12	10/11/12	Thu 10-11p Person Of Interest	CM	10-11p	---T---	:30	1	\$8,000.00	LV1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---			1			\$8,000.00		0.00			
N 17	8	10/14/12	10/14/12	Sun 4-5P Elec Playgroun 4-5p Electric Playgrnd 2x	CM	4-5p	-----S	:30	1	\$615.00	LV1	0.00	NM	1	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S			1			\$615.00		0.00			
N 18	8	10/15/12	10/15/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$500.00		0.00			
N 19	8	10/15/12	10/15/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1			\$20.00		0.00			
N 20	8	10/12/12	10/12/12	Fri 9-10p CSI: NY	CM	9-10p	----F--	:30	1	\$5,500.00	LV1	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1			\$5,500.00		0.00			
													Totals	17	\$29,950.00